

In the Claims:

Please cancel claims 6-9, without prejudice.

Please amend claims 1, 5, 10 and 11 as follows:

1. (Currently Amended) A reinforcement material for rubber having a flat coil shape where, when the material is in a single free state, circular loop portions are partly superposed on each other in sequence, the circular loop portions terminating without making a complete circle, and between adjacent circular loop portions, having a reformed portion with a curvature smaller than that of the circular loop portions.

2. (Cancelled)

3. (Original) The reinforcement material for rubber according to claim 1, wherein the number of wraps of other loop portions superposed on an arbitrary loop portion is set to 1 to 15.

4. (Previously Presented) The reinforcement material for rubber according to claim 1, which has a low-stress elongation at a load of 10 N of 80 % or above.

5. (Previously Presented) A reinforcement material for rubber having a flat coil shape, wherein circular loop portions are partly superposed on each other in

sequence, the circular loop portions terminating without making a complete circle, and between adjacent circular loop portion, having a reformed portion having a curvature smaller than that of the circular loop portions.

6-9. (Cancelled)

10. (Currently Amended) A reinforcement material for rubber having a flat coil shape where, when the material is in a single free state, circular loop portions are partly superposed on each other in sequence, the circular loop portions terminating without making a complete circle, and between adjacent circular loop portions, having an almost linear reformed portion.

11. (Currently Amended) A reinforcement material for rubber having a flat coil shape, wherein circular loop portions are partly superposed on each other in sequence, the circular loop portions terminating without making a complete circle, and between circular loop portions, having an almost linear reformed portion.

12. (Previously Presented) The reinforcement material for rubber according to claim 10, wherein the number of wraps of other loop portions superposed on an arbitrary loop portion is set to 1 to 15.

13. (Previously Presented) The reinforcement material for rubber according to claim 10, which has a low-stress elongation at a load of 10 N of 80 % or above.

14. (Previously Presented) The reinforcement material for rubber according to claim 1, wherein the reformed portion has a length within a range of 0.05 W to 0.50 W of a coil width W of the flat coil shape.

15. (Previously Presented) The reinforcement material for rubber according to claim 10, wherein the reformed portion has a length within a range of 0.05 W to 0.50 W of a coil width W of the flat coil shape.